

* THE MASSEUR *

American
Association



Massieurs
Masseuses

OFFICIAL BULLETIN

SEPTEMBER, OCTOBER, 1958

DECATUR, ILLINOIS

Organization Changes Name to American Massage & Therapy Association

Los Angles California Chosen For Next Convention Site. . .

New Emblem Designed For Association

NAMES ARE IMPORTANT

Dear Charles:

In the past week I received letters from various officers in regard to the new name, all seem to have the name wrong. According to my memory, from our meeting. They seem to think it reads "American Association of Massage and Therapy" or leaving the word "and" out. I feel sure we changed the name to "American Massage and Therapy Association." After thinking it over I feel we should leave out the word "and" for the time being, till all the state officers can check with their state laws.

Sincerely yours,
Frank Persitz, Jr.
Let's hear from you.



This is a proof of the new emblem that I drafted at the 1958 convention in Indianapolis. I think a back ground or screen inside the shield around the torch and arms would improve the looks of it, which I will try to work out. So far everyone who has seen this proof is well pleased. I hope it meets with the approval of the rest of the membership.—Ed.

CALIFORNIA CHAPTER WILL BE HOST TO 1959 CONVENTION

For two years California has bid on the convention, so this year the members just sort of thrust themselves upon the said chapter. Naturally California being real hospitable, agreed to be host to the national convention for '59.

Mr. Geo. Gammon has ask us to come prepared to spend a few days after said convention and he will plan some real vacation sport for the members. Such as a day on the Pacific deep sea fishing. A trip to Disneyland. A day at the aquarium and so on. It sounds real interesting to this character and I hope it does to eough of you so we can make it become a reality.

Editor.

PAIN IN BACK

THE MASSEUR

Bimonthly publication of the American Association of Masseurs and Masseuses.

Published in Decatur, Illinois
Charles W. Brooks, Editor
3111 North Water Street



PRESIDENT'S NEWS-LETTER

HUMBLE THANKS. We were pleased and proud of the confidence expressed in us by the votes given us at our last convention. We hereby promise to do the best we can for the benefit of our association as long as we hold office.

—o—

PROGRESS. Our association has made progress to be proud of in the past. During the next year we hope to continue this progress unabated. Along this line, we would like to see a drive made by our Advertising Committee Chairman to obtain more ads for our Masseur Magazine.

—o—

MEMBERSHIP. We would also like to initiate a great membership drive this year. We do **not** want any undesirable members, but we should at least double our present membership with good, de-

sirable Masseurs and Masseuses. In Union there is strength.

—o—

CALIFORNIA. We were personally pleased to have our next national convention in California. George Gammon and Co. out there will show us the biggest and best convention yet, we are sure.

—o—

FORGING YOUR CHAIN. Everyone of us forges a link in his or her chain of life every passing day. These chain can be either very heavy, or very light—they can be golden and wonderful, or dark and oppressive. If **you** have been forging around your neck an iron chain of sickness, sorrow, and hard luck, stop it. Change your materials. Forge golden links of love, health, happiness, and success. You will be surprised at the change in your life a slight change of attitude plus positive thinking can accomplish. See you next issue.

Tom Olson.

FROM THE EDITOR

This is the last issue of the Masseur under the American Association of Masseurs and Masseuses. By vote of more than three fourths of the members in session at the convention they voted to change the name. Right now there is some confusion as to the use of the word AND in the name American Massage and Therapy Association. We wish to see just what and how many states it will effect.

A new emblem has been designed. I drafted a rough sketch on the blackboard at the convention and the convention body authorized me to perfect it as our national insignia.

It will take some time for us to get new engravings and lapel buttons for the men and pins for the lady members. All our printing forms and labels will have to be revamped. All literature and printed material will have to have this line formally known as American Association of Masseurs & Masseuses printed on it. Remember all of this will take some time.

CONVENTION HI-LITES

On Wednesday afternoon Aug. 6th the associations' officers and board had their pre-convention meeting. They went over all the bills, changes in the constitution and by-laws, recommendations and suggestions.

The main one of course was the changing of the associations name and the emblem. There were several names suggested and two or three sketches submitted. Of course the only thing the board could do was weigh the pros and cons so they could later advise the convention body before voting on any one of the recommendations.

On Thursday the convention opened with the usual registration in the lobby of the hotel. In the Rainbow Room right off the lobby behind the registration desk the exhibitors were setting up their displays. People were arriving from all over the U. S. and Indiana. The newspaper boys were screaming the headlines. 'The Legal Rubbers were in Town.' Furthermore they kept it up. We received the poorest support from that department we ever experienced. Before it was over the Hotel manager took up our banner and said we were the best behaved bunch of people that ever graced his hotel, and would write an article and have it published in our behalf. I never heard if he did or not. But it was nice of him to offer. Sometimes it seems like we are fighting a losing battle trying to get the public to understand why we are organized.

On the 13th Floor of the hotel was a Roof Garden with assembly hall, stage, and Public address system, etc., that was turned over to the convention body. We gathered there about mid morning and got the ball rolling with our welcome address from Indiana chapter president Geo. Stoller. A couple more remarks and talks from Tom Olson and Lowell Spangle. Then the exhibitors were introduced.

In the afternoon National president D. S. Carlson gave us his message which was short and sweet plus good-bye. He had served his third sentence as national president which is the limit for that kind of punishment and was pardoned. No time off in his case for good behavior. We made lots of progress under his gavel and guidance.

Talks and demonstrations from the exhibitors filled the afternoon hours which were enlightening and educational.

Dr. Lily Lewelen gave a short but interesting talk on food supplements called 'Hidden Hunger.'

Each evening the convention served us banquet style dinner on the Garden Roof, which was a wonderful idea to keep us all together and exhibit the high spirit of fellowship we enjoy at our conventions.

The first evening we enjoyed a film in color that was right down our alley. How we as practitioners must have faith in God as well as ourselves and instruments, in getting results. And first and last of all how we must get the patient to receive and portray the same faith in order that he or she might recover.

Then we had a couple of color films or travelogs. One on California which was timely and one on Hawaii. All in all it was a good day.

Friday, Aug. 8. We got down to business after an opening prayer from Rev. N. J. Johnson and a substitute from the Governors' office who promised to visit any of us in jail if we were picked up for traffic violations or other misdemeanor.

We had a little time left for business such as roll call of delegates, minutes of last years convention and national treasurer report. The chair appointed the nominating committee. After lunch we continued business until the middle of the afternoon, then we had a very interesting lecture and demonstration on the blackboard by Dr. Alex Cameron. Dr. Cam-

eron manufactures and sells the Heartometer and is unsurpassed in his field.

Dr. Ottis J. Briggs gave us one of his timely talks on massage and what to expect from it. Inasmuch as all the eliminative factors are involved, how can you doubt its value from a therapeutic standpoint.

Again dinner was served on the roof garden, afterwards we all got in big buses and rode over to the Cadle Tabernacle. A very large auditorium where we enjoyed a full evening of entertainment by the famous Speer Family. Personally I would like to say I don't know when I ever enjoyed myself so much.

Sat., Aug. 9th. The whole morning was taken up with business including election and installation of new officers.

In the afternoon Frank Persitz, Jr., of Wis. gave us a very enlightened talk and demonstration. He called it Revitalizing the Body With Heat, Light and Water. Following him Amma Bergholtz also from the state of Wis. gave us her version of life and what to expect from it. This little gal has a lot on the ball and must get a lot out of life.

Brother John Persona kept the audience on the edge of their seats with some of his acrobatic demonstrations on the slant board. I know when we witness something like this we all say, tomorrow I am going to start taking better care of my body and self. One of John's mottos is something like this: "The way you feel tomorrow depends on what you do today. John also hails from Milwaukee, Wis.

Chas. W. Brooks, Editor of the Masseur, from Illinois, gave one of his talks on 'Design For Living.' Which wound up the afternoon's session.

Saturday evening we had our big banquet. The gala performance of the convention. We really had a good time, fine food and the spirit of fellowship ran an all time high.

Irving Liebowetz, managing editor of the Indianapolis Times was the principal speaker. But he too failed to get the big idea why we were organized and kept talking about the fronts, dives and houses of ill fame that operate under our profession. So if people like him are still carrying a concept of the past we are still struggling at the foot of the ladder. It looks as though we lost a foothold or went backwards as far as publicity is concerned, after the big and successful write-ups we had last year in Pottsville Penn.

From then on until the wee hours in the morning we enjoyed dancing in the Roof Garden Ball Room, to the strains of a popular orchestra. Those that weren't interested in the dance were entertained by some vocal and musical talent.

Sunday morning, Aug. 10th. We were served a huge and beautiful breakfast which was very well attended after the activities of the night before.

A few remarks were made by the new President Tom Olson and good-byes were in order. People began their farewell handshaking and soon many were on their way to their various igloos and hideouts.

This article is one of those 'As I View the Thing or I Calls 'em As I See 'Em.'

Editor Chas. W. Brooks.

The speeches and proceedings of the convention were all taken down on tape which will be prepared and mailed to each member soon.

ASSOCIATION BUYS BOOK

Dr. Otis J. Briggs wrote a little book on the Therapeutic Value of Massage, which he was selling at the convention. It proved to be of such educational value even to the lay persons that the association bought the remainder of his supply.

Now the membership can pur-

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chase this 12 page book to use in promoting their business. It will more than replace the pamphlet Little Known Facts of Massage, which the association used to sell to the membership for a business promoter.

This book not only enlightens the lay person on the therapeutic value of massage, but also has a good philosophy and teaches physiology like a good text book.

They can be purchased for 30 cents apiece or 4 for one dollar. Send your orders to the Nat'l Sec'y Sam G. Dahlgren, 1104 4th Ave. So., Fargo, North Dakota.

CONVENTION 1959

Received word from Pres. Olson that I have been appointed Chairman of the National Public Relations, which of course means keeping peoples thoughts and plans on coming out to California for the next convention.

I am convinced that this can be the biggest convention ever from the membership attendance standpoint, for right here at Idyllwild, a vacation land, a mile high on Mt. Jacinto, is the ideal place to spend a good vacation and members can leave their families here while they attend the convention in Los Angeles. Expect to be taking up space in "The Masseur" all through the year.

Think I got a good lesson in publicity in a story I read a while back. A colored pastor came into a little church that was no bigger than it had been when it started years before. Soon the church was growing and souls were being saved as never before. A couple of preachers from some distance away heard of his success, went to hear him and at the close of service asked this successful pastor for his secret. "I got no secret," said the preacher unless it's this: "First I tells 'em what I'se going to tell them; then I tells 'em; then I tells 'em what I done told them."

If I do a little repeating while urging people to come and make this a "grass roots" convention you will know the reason why.

You will be hearing more from me, so please let me know the "deadline" dates from now until next convention time.

Faithfully,
J. L. (Lew) Hatch, R.M.

ATTENTION

Dear President and Chapter:

I am your new Editorial Chairman and I would like to act as a mouth for your chapter to your fellow members of this association. As you know to make your mouth effective you have to talk, and to talk you must have something to say. I am appealing to you as loyal and understanding members to send me anything pertaining to personal or social interest, sickness, deaths, humorous, or any projects of interest your chapter is engaged in or will be in the future.

I am looking forward to your co-operation and I will serve this project to the best of my ability because we should never cease to learn all we can about health and to pass on to other people our experiences and knowledge to achieve best results. This is essential in this or any other organization, so I am hoping to hear from you soon.

Sincerely,
Thomas R. Fink, R.M.
808 Maple Road,
Hellertown, Penna.

MASSACHUSETTS OUTING

Our hosts, Cecil and Virginia George at their lovely home at 231 Elmwood Road in North Attleboro, on June 22, 1958 held an outing for Massachusetts and Rhode Island chapter members and their friends. All the goodies that go with a picnic were truly enjoyed by all.

Catherine H. Carter, Attorney from Deland, Florida was an honored guest speaker. Miss Carter spoke on "Human Relations," and fascinated all with her southern charm. In her talk she stressed that a husband should tell his wife each day that he loved her and also mentioned how nice she looked, this really helped to make marriage a success. (So come on you husbands(let's hear some sweet talk.)

President A. Henry LaFleur presented the chapter with an attractive stand for our charter and another for the gavel, a bell, and holders with the American flag and a hand painted emblem of A.A.M.M. This certainly will help to make our meetings impressive. Henry, the Massachusetts chapter thanks you, for the kindness and thought.

It was announced that meetings will be held every other month so that we can attend the Rhode Island meetings. Ann B. White will be chairman of the September 21s meeting at the new 128 Motel on route 1 in Dedham. Business meeting at 11:00 a.m. with several members to be honored as Registered Masseurs and Masseuses and be presented with a R.M. pin. After dinner Maria R. Praino Physical Instructor for the town of Norwood will present exercises, and followed will be National convention highlights.

Submitted by,
Ann B. White, R.M.

DIET TO CORRECT HEART CONDITION?

Studies being made by Harvard researchers indicate that the basic cause of heart attacks apparently can be corrected or prevented. They give hope that a few simple changes in diet might do much to prevent or correct heart disease.

The Harvard scientists have perfected a new method of studying human artery cells kept alive and growing in glass flasks.

Heart attacks are blamed upon the clogging effect of fatty degeneration of the inner walls of arteries which decreases their caliber. This condition can eventually clog the vessels which bring oxygen and blood to the heart muscle itself. When this blood flow is choked off, part of the heart muscle dies and a coronary attack occurs.

This dangerous fattening-up can be prevented, the researchers found in their tests, by adding such a material as linolenic acid. This is one of the so-called unsaturated fatty acids found in foods, such as soybean oil.

They found the fatty deposits to be markedly increased by adding stearic acid, which occurs widely in nature, particularly in animal fats.

These studies indicate, according to Dr. David B. Rutstein, head of the project, that practical application of the results can be made on humans for the prevention of fatty degeneration, or atherosclerosis.

Test results suggest that the danger of heart attack should be lessened by avoiding an excess of animal fats in the diet. Certain vegetable fats appear to have a corrective effect. This gives hope that an individual can safeguard himself against heart disease by the way he lives.

MAN DIES FROM SHOCK AFTER RAGWEED SHOT

Madison, Wis., July 25—(AP)— Attorney Dirk Janssen, 31, Madison, died in a doctor's office Thursday after receiving a shot of ragweed extraction used to relieve hay fever suffering.

Coroner Michael Mallow said the shot produced an anaphylactic shock, or excessive reaction to the shot. He added Janssen had received weekly shots for hay fever since Jan. 17 and had no previous reaction.

Mallow said death was due to natural causes and no inquest would be held.

—Reprinted from The Decatur Review of Friday, July 25, 1958.

FOR SALE

EQUIPMENT FOR SALE—Dirk-er Colonic, in good condition. F.O.B. Decatur, write Editor. \$100.00.

MOTOR DRIVEN Vibrator Belt, good condition—\$40.00 F.O.B. Decatur. Write Editor.

ULTRA VIOLET LAMP—Heavy base transformer type, good condition, \$25.00. Write Editor, 3111 N. Water, F.O.B. Decatur.

PERCUSS-O-MOTOR, Oster Vibrator, Folding treatment table, good condition. Write Louis G. Sager, 205 E. Shiawassee St., Fenton, Michigan.

Formally the American Association of Masseurs & Masseuses.

'IT'S A PAIN IN THE NECK'

By Peter J. Steinrohn, M.D.

"What are the common causes of pain in the neck? And the usual treatments? Mr. E.M."

The most common cause of neck pain is pressure on the cervical nerve roots.

In the majority of cases this is due to injury, narrowed and degenerated discs (between the vertebra), or hypertrophic arthritis.

These conditions cause pressure on the spinal nerves; and the resultant lessened blood supply and irritation produce the muscle spasm and pain.

The most efficacious treatment

is physical therapy. Its purpose is to bring increased blood supply, relieve muscle spasm and provide more space for the spinal nerves.

This is accomplished by using heat in various forms, massage, and traction to the head. A head halter is used and as much as 70 or 80 pounds of traction is sometimes used. Usually, 20-25 pounds of traction three times weekly are sufficient.

Of course there is the "he gives me a pain in the neck" type of problem. There's many a neck pain that rests on a psychogenic basis. Remove the "personal" irritant and you remove the neck discomfort.

WHERE ARE THE VITAMINS & MINERALS?

The Decatur Review—
Decatur, Ill., April 22, 1958

What is happening to Americans nutritionally as a result of the swing from staple foods to fancier and more highly processed items? Do present day menus satisfy the body's needs for vitamins and minerals?

For the first time in history, the per capita consumption of margarine has surpassed that of butter. The trend is continuing and apparently butter is destined to appear on fewer and fewer tables.

Is this good? Is margarine nutritionally equal to butter? Margarine is customarily enriched. Some nutritionists insist enrichment makes superior to butter. Others question the value of enrichment of foods with synthetic vitamins.

Dr. Robert S. Harris, a nutritionist at Massachusetts Institute of Technology, maintains that dairy foods, vegetable oils, bread and other foods are nutritionally inadequate without special vitamin fortification.

Modern merchandising offers the housewife foods that are attractive and easily prepared, but various processing methods to

PAIN IN
NECK

which they have been subjected usually results in serious loss of vitamins or minerals or other possible nutritional needs.

These losses should be offset by increased use of fresh fruits, salads and other natural foods which are known to be high in vitamins and minerals. Fortunately these fresh foods are now available at almost any season and wide use is being made of them. They are, nutritionists agree, essential to health.

Add "Try" to "Umph" and You Have "TRIUMPH"

By Milton A. Niedfelt

In our A.A.M.M. we have a grand clean and wonderful group of Massage Technicians. Wherever you look, and from every angle I find every one of them clean, good men and women. Greater than all, each of them is in a world of intense misery, where 90% of the people are sick. Our technicians are aware of this fact and it is their intentions to do something about it.

Some of our writers believe that we should be good Massage Technicians, and live within our training and knowledge, and do for humanity as we have been trained to do. These same writers are discovering to their amazement that the demands upon their efforts are much broader than the privileges that have been extended to them as Massage Technicians.

They see themselves a vocal part of a DEMOCRATIC GOVERNMENT whose vote and sentiment corrects things far beyond the legal bounds of a Massage Technician. They look at the problem like Colonel Goethels did in building the Panama Canal. All the doctors who could be mustered failed to stop the Yellow fever, and continue to build the Canal. Col. Goethels deecided that the matter was not a matter of

"MEDICAL ATTENTION." It was a matter of sanitation, however much the Medical men may protest.

So our technicians are beginning to look forward, and outward to a different world. We find many of our Technicians are afraid of the Laws, and afraid of the Medical Association, and afraid of all interference, yet they see far beyond this into the future, hoping that the change will come when they can practice the "NEW FUTURE" . . . and not be bound by the restrictions of the present and its practices.

Our National Legislative program is one of our objectives. Our Movie Picture program, is another, our Schools and College program is another — and we are making progress fast. Our National Convention in Kentucky this year will make one of the highest milestones, and set forth other programs.

Mr. Carlson, and our National paper, The Masseur, has repeatedly told us how important it is to get these things. It is only right that we use our influence as Citizens of this Great U. S. A. to improve the health conditions in our country as Colonel Goethels invented "Sanitation" in the Canal Zone and helped clean up the sickness there.

Massage will go a long way toward this end, and our A.A.M.M. is in a position that it too can help, as has been proven already. But the thing we need is "U-M-P-H" and a lot of "T-R-Y" with it and then we will triumph — So lets proceed to try and put some "Umph" in it!—and get a lot of new members to go along and help us.

Fraternally,
Milton A. Niedfelt.

There's nothing like a dishtowel for wiping that contented look off a married man's face.

More wives would learn to cook if they weren't too busy trying to get meals.

I LIKE TO REMEMBER

What Arthur D. Mann, the 1955 Masseur of the year said, quote—I shall always cherish this honor bestowed upon me—unquote.

—O—

At the age of fifteen, lying in a hammock looking up at the clouds in the sky. It was the happiest time in my life, free from worry and strife. I bring that memory back many times, and feel relaxed just remembering that time.

Annie Bee White

JAUNDICE

Jaundice is a yellow discoloration of the surface of the body due to absorption of the biliary secretions into the general circulation.

Suggested Treatment

Yellow Jaundice may be helped symptomatically by dilating the gall duct and thus allowing the passage of the bile into the duodenum which is its normal channel for usefulness and elimination. Concussion or other methods of stimulation applied to the spinous or transverse processes of the ninth (9th) thoracic Vertebra will cause dilation of the gall bladder which will permit the normal discharge of its contents.

Seiberts Massage Clinic.

Father glanced in his wallet and then looked hard at his wife and son.

"That boy has taken some money!" he stormed.

"How can you be so sure?" protested his wife. "Why, I might have done it."

Father shook his head. "No, you didn't," he retorted. "There's some left."

A girl's hardest task is to prove to a man that his intentions are serious.

The longest odds in the world are those against getting even.

Newly Elected National Officers



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Samuel G. Dahlgren



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Picture on second page



C. A. Tyler

PAIN IN NECK

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